A 3435.2 C
11/15/82

# BMA's 1980 Personal Trust Marketing Survey

A Bank Marketing Association Publication
Trust Marketing Department

# About the Survey

The 1980 Survey was mailed to over 3,000 Trust Departments throughout the United States on January 26, 1981. By March 27, 1981 we had received 268 completed questionnaires, a 9% increase over last year. The distribution of the respondents by asset size is as follows:

| Market Value of Assets (Excluding Custody Accounts) | Number of Respondents | | Percent | |
|---|---|---|---|---|
| $2 Billion or more | 29 | | 10.8 | |
| $1.0-1.9 Billion | 20 | 71 | 7.5 | 26.5 |
| $500-999.9 Million | 22 | | 8.2 | |
| $250-499.9 Million | 30 | | 11.2 | |
| $100-249.9 Million | 38 | 68 | 14.2 | 25.4 |
| $ 50- 99.9 Million | 29 | | 10.8 | |
| $ 25- 49.9 Million | 21 | 50 | 7.8 | 18.7 |
| $ 10- 24.9 Million | | 25 | | 9.3 |
| $ 5- 9.9 Million | 28 | | 10.4 | |
| Under $10 Million | 26 | 54 | 9.7 | 20.1 |
| | | 268 | | 100.0% |

For data presentation purposes the ten categories above were combined as indicated to create the five column headings used in the tables on the following pages.

**Custom Reports Now Available**

The questionnaires for 1980 were computer processed, enabling us to offer users of this report the availability of custom reports. For example, you could order a report for the asset category "$2 Billion or More" or a report for the New England states. Since we can select on the basis of any question or combination of questions, a wide variety of custom reports are possible. Please call or write BMA headquarters in Chicago for details.

**Discounting for Age**

Since different trust departments may use different discounting schemes, the data reported here are **not** discounted for age. However, we added a new question on distribution of assets by age to make it possible for those who discount to recalculate mean values using whatever discounting assumption they feel is appropriate. For example, the mean value of assets for the largest asset category in Table 3 is $95,000,000. The calculation to convert that figure to one based on discounting 2% for every year under age 65 would be:

| Age | % Assets by Age | | $ (000) Assets | | $ (000) Assets by Age | | Discount Factor | | $ (000) Discounted Assets |
|---|---|---|---|---|---|---|---|---|---|
| Under 40 | 12% | x | $95,000 | = | $11,400 | x | 30% | = | $ 3,420 |
| 40-49 | 16% | x | $95,000 | = | $15,200 | x | 60% | = | $ 9,120 |
| 50-59 | 25% | x | $95,000 | = | $23,750 | x | 80% | = | $19,000 |
| 60-64 | 15% | x | $95,000 | = | $14,250 | x | 95% | = | $13,538 |
| 65 or over | 32% | x | $95,000 | = | $30,400 | x | 100% | = | $30,400 |
| | 100% | | | | $95,000 | | | | $75,478 |

Both the "% Assets by Age" and "$(000) Assets" columns were taken directly from Table 3 and used to estimate the distribution in the next column, "$(000) Assets by Age".

The discount factor was determined by subtracting the mid point of the category from 65 and multiplying by 2%. For example, the calculation for the category 60-64 was:

$$65 - 62.5 = 2.5 \times 2\% = 5\%, \text{ from } 100\% = 95\%.$$

Likewise in the 50-59 category:

$$65 - 55 = 10 \times 2\% = 20\%, \text{ from } 100\% = 80\%.$$

The midpoint of the Under 40 category was assumed to be 30. In a similar fashion discount factors can be determined for different discount rates.

Continued ...

**Data Presentation**

As used in this report, the "mean" refers to what is commonly called the "average", and the "median" refers to the middle value from a list of rank ordered values. For example, for the five values 4,000; 4,000; 4,200; 5,000; and 20,000, the median is 4,200 and the average or arithmetic mean is 7,440. Because the average is sensitive to extreme values (20,000 in our example) and the median is not sensitive to extreme values, the median often represents a better estimate than the average.

In the tables the symbol "N = " represents the total number of responses available for analysis. "Base" represents the total number of responses actually used for calculations. Whenever an answer of "0" was excluded from calculations, the number of responses excluded is represented by "number answering zero." This permits interested readers to recalculate the "mean" with "0" considered as a valid response. The procedure is to multiply "mean" by "base" and divide the result by the sum of "base" plus "number answering zero." The number of no responses can be found by subtracting both "base" and "number answering zero" from "N = ." Results with a "base" of less than 30 should be used with caution.

The BMA and its Trust Marketing Council are pleased with the continued increase in your support of the Survey. We expect to continue to expand the Survey based upon your needs. Any suggestions are welcome.

Sincerely,

David P. Andrews — Chairman
Trust Marketing Survey
Vice President
Hartford National Bank

## Table 1
Trust Department Characteristics — 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Head of New Business Development for Personal Trust* | | | | | | |
| Also Responsible for Employee Benefit Sales | | | | | | |
| Yes | 26% | 52% | 65% | 72% | 46% | |
| No | 70 | 45 | 22 | 12 | 17 | |
| No such position | 4 | 3 | 12 | 16 | 37 | |
| Base | 70 | 67 | 49 | 25 | 52 | |
| Time Spent in Personal Selling | | | | | | |
| Mean | 44% | 58% | 52% | 23% | 24% | |
| Median | 45 | 58 | 55 | 22 | 16 | |
| Base | 62 | 61 | 45 | 22 | 34 | |
| Number answering zero | 5 | 1 | 1 | — | 6 | |
| Held Position for All of 1980 | | | | | | |
| Yes | 81% | 91% | 85% | 77% | 69% | |
| No | 19 | 9 | 15 | 23 | 31 | |
| Base | 68 | 65 | 46 | 22 | 39 | |
| *Salespeople, Excluding Head of New Business and Salespeople Who Solicit Only Employee Benefit Sales* | | | | | | |
| Full-Time Sales for All of 1980 | | | | | | |
| Mean | 3.4 | 1.5 | 1.7 | 2.0 | 1.5 | |
| Median | 3.5 | 1.8 | 1.6 | 1.8 | 1.6 | |
| Base | 61 | 63 | 49 | 22 | 47 | |
| Number answering zero | 9 | 36 | 36 | 19 | 41 | |

**Questions 2, 3, 5, 6**

Answer all parts of this question for the head of new business development for personal trust.

a. Was he/she also responsible for employee benefit sales?

b. About what percentage of his/her time was spent in personal selling activities?

c. Was he/she holding this position all of 1980?

Answer all parts of this question for trust salespeople who solicited personal trust business exclusively or both personal trust and employee benefit business. Do not include people who only solicited employee benefit business.

a. Exclusive of the head of new business, what was your typical level of full-time salespeople:

Continued ...

## Table 1 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Typical Staffing Levels* | | | | | | |
| Full-Time Sales | | | | | | |
| Mean | 4.5 | 2.0 | 1.0 | 1.0 | 2.3 | |
| Median | 4.2 | 2.0 | 1.5 | 1.5 | 1.6 | _____ |
| Base | 64 | 28 | 11 | 3 | 5 | |
| Number answering zero | 7 | 36 | 37 | 20 | 43 | |
| Part-Time Sales | | | | | | |
| Mean | 3.5 | 3.0 | 2.2 | 1.4 | 1.7 | |
| Median | 2.6 | 2.7 | 2.4 | 1.6 | 1.8 | _____ |
| Base | 36 | 34 | 23 | 12 | 13 | |
| Number answering zero | 33 | 31 | 27 | 10 | 34 | |
| *Separate Departments for Personal Trust Sales and Employee Benefit Sales* | | | | | | |
| Yes | 80% | 34% | 12% | 4% | 18% | |
| No | 20 | 66 | 88 | 96 | 82 | |
| Base | 71 | 67 | 50 | 25 | 50 | |
| *Salespeople Receive Commission or Bonus Tied to Performance* | | | | | | |
| Yes | 15% | 15% | 6% | 4% | 2% | |
| No | 85 | 85 | 94 | 96 | 98 | |
| Base | 71 | 68 | 49 | 24 | 50 | |

b. Exclusive of the head of new business, what was your typical level of part-time salespeople? (Part-time employees and full-time employees devoting only part-time to sales.)

c. How many salespeople as defined above were both full-time and on your staff all of 1980?

In your bank, are personal trust sales and employee benefit sales in separate departments?

As part of their compensation, do your trust salespeople receive a commission or bonus tied to performance?

## Table 2
Trust Marketing Budget — 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Amount of Marketing Support Budget ($000)* | | | | | | |
| Mean | 119 | 218 | 179 | 334 | 71 | |
| Median | 2 | 4 | 8 | 1 | 3 | _____ |
| Base | 17 | 30 | 18 | 12 | 15 | |
| Number answering zero | 19 | 13 | 3 | 4 | 5 | |
| *Percentage of Respondents Who Reported Part of "Marketing Support" Budget Used For* | | | | | | |
| Media Advertising | 73% | 42% | 53% | 41% | 55% | _____ |
| Direct mail — | | | | | | |
| attorneys, advisors | 83 | 77 | 69 | 77 | 50 | _____ |
| present customers | 79 | 62 | 61 | 82 | 52 | _____ |
| potential customers | 80 | 65 | 67 | 86 | 52 | _____ |
| Seminars — | | | | | | |
| attorneys, advisors | 50 | 40 | 37 | 41 | 25 | _____ |
| customer or prospect | 64 | 57 | 53 | 55 | 45 | _____ |
| Information resources — | | | | | | _____ |
| educational booklets | 74 | 82 | 63 | 59 | 59 | _____ |
| sales brochures, etc. | 81 | 82 | 65 | 68 | 48 | _____ |
| staff sales training | 56 | 46 | 35 | 27 | 18 | _____ |
| Market research | 33 | 11 | 16 | 18 | 9 | _____ |
| Other | 24 | 28 | 18 | 14 | 11 | _____ |
| *Distribution of Marketing Support Budget* | | | | | | |
| Media advertising | 25% | 13% | 17% | 12% | 23% | _____ |
| Direct mail | 30 | 36 | 34 | 38 | 35 | _____ |
| Seminars | 12 | 13 | 15 | 22 | 19 | _____ |
| Information resources | 25 | 30 | 26 | 23 | 17 | _____ |
| Market research | 3 | 1 | 2 | 1 | 1 | _____ |
| Other | 6 | 7 | 7 | 5 | 4 | _____ |

NOTE: Due to rounding error, percentages may not add to 100%

**Question 16**

1980 Trust Marketing Budget

a. Was any part of your 1980 trust marketing support budget used for:

b. What was the amount of your 1980 trust marketing support budget for the types of items listed in "a" above? (Do not include salary, overhead, etc.)

c. Please indicate how your 1980 trust marketing support budget was distributed among the following:

## Table 3
Primary New Will Appointments — 1980
(Executor/Co-Executor or Personal/Co-Personal Representation)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Number of Appointments* | | | | | | |
| Mean | 204 | 77 | 54 | 27 | 20 | |
| Median | 158 | 49 | 40 | 14 | 10 | _____ |
| Base | 71 | 66 | 49 | 24 | 49 | |
| Number answering zero | 0 | 0 | 0 | 1 | 5 | |
| *Distribution of New Appointments by Value of Assets* | | | | | | |
| Under $150,000 | 21% | 21% | 29% | 34% | 41% | _____ |
| $150,000 - 299,999 | 24 | 24 | 22 | 20 | 24 | _____ |
| $300,000 - 399,999 | 14 | 15 | 13 | 21 | 13 | _____ |
| $400,000 - 499,999 | 12 | 11 | 11 | 7 | 5 | _____ |
| $500,000 - 999,999 | 15 | 16 | 18 | 9 | 10 | _____ |
| $1 million or more | 15 | 13 | 7 | 8 | 6 | _____ |
| Base | 44 | 50 | 31 | 20 | 41 | |
| *Distribution of New Appointments by Age of Individual* | | | | | | |
| Under 40 | 14% | 13% | 12% | 14% | 11% | _____ |
| 40 - 49 | 18 | 17 | 16 | 11 | 11 | _____ |
| 50 - 59 | 25 | 24 | 22 | 27 | 21 | _____ |
| 60 - 64 | 16 | 17 | 18 | 26 | 17 | _____ |
| 65 or over | 28 | 29 | 32 | 22 | 40 | _____ |
| Base | 44 | 47 | 34 | 22 | 42 | |

NOTE: Due to rounding error, percentages may not add to 100%

**Question 8**

Please answer all parts of this question for the primary new will appointments (executor/co-executor or personal/co-personal representation) acquired by your trust department during 1980.

a. Total number of appointments?

b. Aggregate value of appointments upon which a fee may be charged? Previously know as "net" commissionable assets. Do not discount for age.

c. Assume all assets in "b" above came into active administration. What would be the annual fees for those accounts during one full year of administration using your fee schedule in force on 12/31/80?

d. Percentage distribution of new appointments by age of individual?

e. Percentage distribution of new appointments by assets upon which a fee may be charged (previously known as "net commissionable value")?

f. Pecentage distribution of assets in "b" above by age of individual?

## Table 3 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Aggregate Value of Assets Upon Which a Fee May Be Charged ($000)* | | | | | | |
| Mean | 95,000 | 35,820 | 21,090 | 7,890 | 6,300 | |
| Median | 79,810 | 21,790 | 12,500 | 3,400 | 980 | _____ |
| Base | 71 | 61 | 46 | 22 | 41 | |
| Number answering zero | 0 | 1 | 1 | 1 | 7 | |
| *Distribution of Aggregate Value of Assets Upon Which Fee May Be Charged By Age of Individual* | | | | | | |
| Under 40 | 12% | 9% | 15% | 22% | 13% | _____ |
| 40 - 49 | 16 | 15 | 18 | 9 | 12 | _____ |
| 50 - 59 | 25 | 22 | 21 | 22 | 22 | _____ |
| 60 - 64 | 15 | 19 | 15 | 25 | 17 | _____ |
| 65 or over | 32 | 35 | 32 | 22 | 36 | _____ |
| Base | 39 | 47 | 28 | 17 | 39 | |
| *Aggregate Value of Potential Annual Fees ($000)* | | | | | | |
| Mean | 2,180 | 776 | 263 | 71 | 92 | |
| Median | 1,750 | 458 | 167 | 40 | 19 | _____ |
| Base | 71 | 62 | 46 | 23 | 44 | |
| Number answering zero | 0 | 0 | 0 | 0 | 5 | |
| *Means of One Appointment* | | | | | | |
| Assets | $466,000 | $464,000 | $391,000 | $298,000 | $322,000 | _____ |
| Fees | 10,700 | 10,100 | 4,900 | 2,700 | 4,700 | _____ |
| *Estimated Medians of One Appointment* | | | | | | |
| Assets | $507,000 | $444,000 | $314,000 | $238,000 | $100,000 | _____ |
| Fees | 11,100 | 9,300 | 4,200 | 2,800 | 1,900 | _____ |

## Table 4
Primary New Unfunded Trust Appointments — 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Number of Appointments* | | | | | | |
| Mean | 262 | 72 | 64 | 16 | 34 | |
| Median | 205 | 47 | 29 | 8 | 7 | _____ |
| Base | 70 | 65 | 48 | 24 | 34 | |
| Number answering zero | 0 | 0 | 1 | 1 | 17 | |
| *Distribution of New Appointments by Value of Assets* | | | | | | |
| Under $150,000 | 18% | 17% | 20% | 24% | 42% | _____ |
| $150,000 - 299,999 | 24 | 27 | 31 | 29 | 24 | _____ |
| $300,000 - 399,999 | 16 | 17 | 16 | 12 | 7 | _____ |
| $400,000 - 499,999 | 14 | 11 | 9 | 9 | 7 | _____ |
| $500,000 - 999,999 | 16 | 16 | 14 | 18 | 14 | _____ |
| $1 million or more | 12 | 12 | 9 | 9 | 7 | _____ |
| Base | 41 | 45 | 27 | 18 | 32 | |
| *Distribution of New Appointments by Age of Individual* | | | | | | |
| Under 40 | 17% | 17% | 20% | 28% | 22% | _____ |
| 40 - 49 | 21 | 22 | 23 | 19 | 14 | _____ |
| 50 - 59 | 28 | 26 | 19 | 23 | 21 | _____ |
| 60 - 64 | 13 | 15 | 14 | 15 | 15 | _____ |
| 65 or over | 20 | 21 | 24 | 14 | 28 | _____ |
| Base | 41 | 43 | 30 | 22 | 32 | |

NOTE: Due to rounding error, percentages may not add to 100%

**Question 9**

Please answer all parts of this question for primary new unfunded trust appointments (testamentary and life insurance trusts — including "pour over" values) acquired by your trust department during 1980.

a. Total number of appointments?

b. Aggregate value of appointments upon which a fee may be charged? Previously known as "net commissionable assets." Do not discount for age.

c. Assume all assets in "b" above came into active administration. What would be the annual fees for those accounts during one full year of administration using your fee schedule in force on 12/31/80?

d. Percentage distribution of new appointment by age of individual?

e. Percentage distribution of new appointments by assets upon which a fee may be charged (previously known as "net commissionable value")?

f. Percentage distribution of assets in "b" above by age of individual?

## Table 4 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Aggregate Value of Assets Upon Which a Fee May Be Charged ($000)* | | | | | | |
| Mean | 84,170 | 34,390 | 14,370 | 4,100 | 10,560 | |
| Median | 70,830 | 18,680 | 5,000 | 1,940 | 900 | _____ |
| Base | 69 | 56 | 42 | 21 | 30 | |
| Number answering zero | 0 | 2 | 2 | 3 | 20 | |
| *Distribution of Value of Assets Upon Which a Fee May be Charged by Age of Individual* | | | | | | |
| Under 40 | 16% | 12% | 22% | 21% | 17% | _____ |
| 40 - 49 | 22 | 19 | 25 | 22 | 13 | _____ |
| 50 - 59 | 30 | 27 | 13 | 18 | 21 | _____ |
| 60 - 64 | 13 | 18 | 17 | 23 | 17 | _____ |
| 65 or over | 19 | 24 | 23 | 17 | 32 | _____ |
| Base | 36 | 42 | 25 | 16 | 30 | |
| *Aggregate Value of Potential Annual Fees ($000)* | | | | | | |
| Mean | 818 | 232 | 124 | 38 | 61 | |
| Median | 514 | 108 | 41 | 17 | 9 | _____ |
| Base | 69 | 59 | 42 | 22 | 35 | |
| Number answering zero | 0 | 0 | 1 | 1 | 16 | |
| *Means of One Appointment* | | | | | | |
| Assets | $321,000 | $479,000 | $224,000 | $256,000 | $312,000 | _____ |
| Fees | 3,100 | 3,200 | 1,900 | 2,400 | 1,800 | _____ |
| *Estimated Medians of One Appointment* | | | | | | |
| Assets | $346,000 | $400,000 | $173,000 | $247,000 | $126,000 | _____ |
| Fees | 2,500 | 2,300 | 1,400 | 2,100 | 1,200 | _____ |

## Table 5
Living Trusts Acquired in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Number* | | | | | | |
| Mean | 80 | 31 | 23 | 14 | 8 | |
| Median | 62 | 25 | 14 | 10 | 4 | _____ |
| Base | 66 | 65 | 48 | 23 | 35 | |
| Number answering zero | 0 | 0 | 2 | 2 | 14 | |
| *Aggregate Value ($000)* | | | | | | |
| Mean | 22,930 | 7,170 | 4,410 | 1,180 | 2,150 | |
| Median | 18,860 | 4,710 | 1,550 | 560 | 410 | _____ |
| Base | 66 | 64 | 46 | 23 | 34 | |
| Number answering zero | 0 | 0 | 2 | 1 | 13 | |
| *Annualized 1980 Fees ($000)* | | | | | | |
| Mean | 113.5 | 42.6 | 25.4 | 7.7 | 6.5 | |
| Median | 88.9 | 30.1 | 9.4 | 4.4 | 1.8 | _____ |
| Base | 66 | 65 | 47 | 22 | 33 | |
| Number answering zero | 0 | 0 | 3 | 1 | 13 | |
| *Means of One Trust* | | | | | | |
| Assets | $285.000 | $232,000 | $191,000 | $82,000 | $259,000 | _____ |
| Fees | 1,400 | 1,400 | 1,100 | 500 | 800 | _____ |
| *Estimated Medians of One Trust* | | | | | | |
| Assets | $302,000 | $188,000 | $115,000 | $58,000 | $91,000 | _____ |
| Fees | 1,400 | 1,200 | 700 | 500 | 400 | _____ |

**Question 10**

Please complete questions 10-13 for the **immediate fee business** acquired by your trust department in 1980.

Living Trusts

a. Total Number

b. Aggregate Value

c. Annualized 1980 Fees

# Table 6
## Investment Management or Advisory Accounts Acquired in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Number* | | | | | | |
| Mean | 32 | 20 | 12 | 9 | 8 | |
| Median | 23 | 14 | 5 | 4 | 3 | |
| Base | 62 | 53 | 38 | 14 | 26 | |
| Number answering zero | 2 | 10 | 11 | 10 | 24 | |
| *Aggregate Value ($000)* | | | | | | |
| Mean | 17,310 | 7,570 | 4,150 | 1,840 | 1,670 | |
| Median | 9,550 | 2,750 | 1,600 | 300 | 280 | |
| Base | 62 | 52 | 38 | 14 | 26 | |
| Number answering zero | 2 | 9 | 10 | 9 | 24 | |
| *Annualized 1980 Fees ($000)* | | | | | | |
| Mean | 79.2 | 32.8 | 20.6 | 4.2 | 4.4 | |
| Median | 44.6 | 14.8 | 6.5 | 2.1 | 1.4 | |
| Base | 62 | 53 | 35 | 14 | 25 | |
| Number answering zero | 2 | 9 | 11 | 9 | 24 | |
| *Means of One Account* | | | | | | |
| Assets | $538,000 | $370,000 | $338,000 | $201,000 | $225,000 | |
| Fees | 2,500 | 1,600 | 1,700 | 500 | 600 | |
| *Estimated Medians of One Account* | | | | | | |
| Assets | $418,000 | $193,000 | $320,000 | $69,000 | $93,000 | |
| Fees | 2,000 | 1,000 | 1,300 | 500 | 500 | |

**Question 11**

Investment Management and Advisory Accounts

a. Total Number

b. Aggregate Value

c. Annualized 1980 Fees

## Table 7
Custodianships (excluding corporate) Acquired in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Number* | | | | | | |
| Mean | 57 | 25 | 9 | 10 | 23 | |
| Median | 23 | 8 | 5 | 4 | 4 | _____ |
| Base | 58 | 51 | 30 | 14 | 23 | |
| Number answering zero | 5 | 13 | 20 | 10 | 27 | |
| *Aggregate Value ($000)* | | | | | | |
| Mean | 71,360 | 9,630 | 7,980 | 1,810 | 16,450 | |
| Median | 18,830 | 6,790 | 960 | 120 | 100 | _____ |
| Base | 58 | 50 | 29 | 15 | 23 | |
| Number answering zero | 5 | 12 | 19 | 7 | 26 | |
| *Annualized 1980 Fees ($000)* | | | | | | |
| Mean | 64.2 | 16.2 | 12.1 | 2.2 | 5.8 | |
| Median | 35.2 | 5.0 | 4.6 | 0.8 | 0.9 | _____ |
| Base | 58 | 50 | 27 | 15 | 22 | |
| Number answering zero | 5 | 12 | 19 | 7 | 26 | |
| *Means of One Custodianship* | | | | | | |
| Assets | $1,254,000 | $384,000 | $914,000 | $184,000 | $721,000 | _____ |
| Fees | 1,100 | 600 | 1,400 | 200 | 300 | _____ |
| *Estimated Medians of One Custodianship* | | | | | | |
| Assets | $804,000 | $807,000 | $202,000 | $33,000 | $26,000 | _____ |
| Fees | 1,500 | 600 | 1,000 | 200 | 200 | _____ |

**Question 12**

Custodianships (Excluding Corporate)

a. Total Number

b. Aggregate Value

c. Annualized 1980 Fees

# Table 8
## Wills Probated In 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Number of Wills* | | | | | | |
| Mean | 54 | 17 | 12 | 7 | 6 | |
| Median | 46 | 15 | 9 | 4 | 4 | |
| Base | 67 | 63 | 46 | 24 | 39 | |
| Number answering zero | 0 | 0 | 3 | 1 | 14 | |
| *Percentage of Wills From Inventory* | | | | | | |
| Mean | 84% | 75% | 77% | 58% | 67% | |
| Median | 88 | 80 | 80 | 58 | 85 | |
| Base | 65 | 61 | 44 | 22 | 30 | |
| Number answering zero | 0 | 2 | 5 | 3 | 22 | |
| *Percentage of Wills Activating a Testamentary Trust or Creating "Pour Over" Values Into an Existing Trust* | | | | | | |
| Mean | 61% | 49% | 46% | 37% | 33% | |
| Median | 65 | 52 | 38 | 34 | 25 | |
| Base | 56 | 52 | 40 | 19 | 21 | |
| Number answering zero | 0 | 7 | 6 | 5 | 29 | |
| *Aggregate Value of Assets Upon Which a Fee May Be Charged ($000)* | | | | | | |
| Mean | 34,950 | 6,810 | 6,180 | 2,680 | 8,440 | |
| Median | 24,420 | 5,860 | 3,540 | 810 | 450 | |
| Base | 66 | 61 | 43 | 24 | 37 | |
| Number answering zero | 0 | 1 | 3 | 1 | 13 | |
| *Percentage of Value From Inventory* | | | | | | |
| Mean | 85.2% | 79.6% | 78.1% | 56.2% | 66.1% | |
| Median | 89.0 | 86.7 | 85.0 | 56.2 | 77.5 | |
| Base | 61 | 58 | 40 | 21 | 28 | |
| Number answering zero | 0 | 2 | 5 | 3 | 22 | |
| *Mean Assets of One Will* | $644,000 | $402,000 | $511,000 | $398.000 | $1,375,000 | |
| *Estimated Median Assets of One Will* | $531,000 | $391,000 | $405,000 | $213,000 | $115,000 | |

**Question 15**
1980 Will File Activity
a. How many wills did your bank probate in 1980?
b. What percentage of the wills in "a" above came from your will inventory?
c. What was the aggregate value of assets upon which a fee may be charged?
d. What percentage of the value in "c" above came from your will inventory?
e. What percentage of the wills in "a" above resulted in activating a testamentary trust or creating "pour over" values into an existing trust?

## Table 9
Employee Benefit Sales Responsibility, Years In Trust Sales and Cash Compensation — 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *New Business Head* | | | | | | |
| Also Sells Employee Benefit | | | | | | |
| Yes | 26% | 47% | 71% | 89% | 65% | |
| No | 74 | 53 | 29 | 11 | 35 | |
| Base | 46 | 38 | 28 | 9 | 17 | |
| Years in Trust Sales | | | | | | |
| Mean | 11 | 10 | 12 | 9 | 8 | |
| Median | 11 | 10 | 12 | 4 | 8 | _____ |
| Base | 45 | 36 | 27 | 9 | 14 | |
| Total 1980 Cash Compensation— Salary, Commission and Bonus ($000) | | | | | | |
| Mean | 39.0 | 32.1 | 27.1 | 31.1 | 25.4 | |
| Median | 38.8 | 31.4 | 26.4 | 30.6 | 24.4 | _____ |
| Base | 44 | 37 | 25 | 9 | 13 | |
| *Salesperson Selling Personal Trust Only* | (N = 181) | (N = 11) | (N = 1) | (N = 0) | (N = 5) | |
| Years in Trust Sales | | | | | | |
| Mean | 8 | 6 | 5 | — | 7 | |
| Median | 7 | 6 | 5 | — | 8 | _____ |
| Base | 179 | 11 | 1 | — | 5 | |
| Total 1980 Cash Compensation— Salary, Commission and Bonus ($000) | | | | | | |
| Mean | 29.2 | 26.1 | 17.5 | — | 29.5 | |
| Median | 28.7 | 24.6 | 17.5 | — | 30.9 | _____ |
| Base | 169 | 11 | 1 | — | 5 | |

## Table 9 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Salesperson Selling Personal Trust and Employee Benefit* | (N = 37) | (N = 13) | (N = 2) | (N = 0) | (N = 2) | |
| Years in Trust Sales | | | | | | |
| Mean | 8 | 7 | 1 | — | 15 | |
| Median | 7 | 6 | 2 | — | 4 | _____ |
| Base | 37 | 13 | 2 | — | 2 | |
| Total 1980 Cash Compensation— Salary, Commission and Bonus ($000) | | | | | | |
| Mean | 28.4 | 27.1 | 22.5 | — | 30.0 | |
| Median | 27.9 | 27.5 | 22.5 | — | 30.0 | _____ |
| Base | 37 | 13 | 2 | — | 2 | |

# Table 10
Sales Productivity
New Business Head
Total Primary Future Fee Business Sold in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 46 | 100 - 499.9 N = 38 | 25 - 99.9 N = 28 | 10 - 24.9 N = 9 | Under 10 N = 17 | Your Bank |
| *Executor and Personal Representative Appointments* | | | | | | |
| Number of Appointments | | | | | | |
| Mean | 40 | 45 | 39 | 12 | 18 | |
| Median | 31 | 31 | 38 | 8 | 9 | _____ |
| Base | 37 | 35 | 26 | 8 | 14 | |
| Number answering zero | 7 | 1 | 1 | 1 | 3 | |
| Value of Assets Upon Which a Fee May be Charged ($000) | | | | | | |
| Mean | 22,680 | 15,660 | 11,700 | 5,470 | 7,230 | |
| Median | 18,650 | 11,610 | 9.500 | 1,750 | 1,370 | _____ |
| Base | 37 | 33 | 23 | 8 | 13 | |
| Number answering zero | 7 | 0 | 1 | 1 | 3 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 289 | 230 | 196 | 45 | 71 | |
| Median | 312 | 212 | 162 | 25 | 20 | _____ |
| Base | 37 | 33 | 23 | 8 | 14 | |
| Number answering zero | 7 | 0 | 1 | 1 | 3 | |
| *Means of One Appointment* | | | | | | |
| Assets | $574,000 | $346,000 | $299,000 | $449,000 | $400,000 | _____ |
| Fees | 7,300 | 5,100 | 5,000 | 3,700 | 3,900 | _____ |
| *Estimated Medians of One Appointment* | | | | | | |
| Assets | $597,000 | $378,000 | $253,000 | $213,000 | $154,000 | _____ |
| Fees | 10,000 | 6,900 | 4,300 | 3,000 | 2,300 | _____ |
| Base | 44 | 33 | 24 | 9 | 17 | |

## Table 10 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 46 | 100 - 499.9 N = 38 | 25 - 99.9 N = 28 | 10 - 24.9 N = 9 | Under 10 N = 17 | Your Bank |
| *Testamentary and Life Insurance Trusts* | | | | | | |
| Number of Appointments | | | | | | |
| Mean | 42 | 36 | 30 | 5 | 19 | |
| Median | 38 | 32 | 23 | 4 | 6 | _____ |
| Base | 38 | 34 | 26 | 9 | 13 | |
| Number answering zero | 6 | 1 | 1 | 0 | 4 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 21,690 | 14,830 | 6,650 | 3,340 | 6,270 | |
| Median | 16,820 | 10,630 | 4,670 | 870 | 620 | _____ |
| Base | 38 | 33 | 23 | 8 | 13 | |
| Number answering zero | 6 | 0 | 1 | 1 | 4 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 115 | 71 | 38 | 13 | 40 | |
| Median | 86 | 60 | 31 | 5 | 5 | _____ |
| Base | 38 | 33 | 24 | 8 | 12 | |
| Number answering zero | 6 | 0 | 1 | 1 | 4 | |
| *Means of One Appointment* | | | | | | |
| Assets | $520,000 | $413,000 | $218,000 | $725,000 | $331,000 | _____ |
| Fees | 2,700 | 2,000 | 1,300 | 2,900 | 2,100 | _____ |
| *Estimated Medians of One Appointment* | | | | | | |
| Assets | $449,000 | $331,000 | $204,000 | $244,000 | $99,000 | _____ |
| Fees | 2,300 | 1,900 | 1,300 | 1,400 | 800 | _____ |

## Table 11
Sales Productivity
New Business Head
Immediate Fee Business Sold in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 46 | 100 - 499.9 N = 38 | 25 - 99.9 N = 28 | 10 - 24.9 N = 9 | Under 10 N = 17 | Your Bank |
| *Living Trusts* | | | | | | |
| Number | | | | | | |
| Mean | 15 | 15 | 11 | 9 | 5 | |
| Median | 9 | 10 | 8 | 9 | 5 | _____ |
| Base | 34 | 36 | 26 | 7 | 10 | |
| Number answering zero | 8 | 0 | 0 | 2 | 6 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 5,600 | 4,620 | 2,700 | 1,890 | 3,500 | |
| Median | 2,500 | 2,180 | 1,000 | 1,370 | 870 | _____ |
| Base | 34 | 36 | 26 | 7 | 11 | |
| Number answering zero | 7 | 0 | 0 | 2 | 5 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 20.0 | 16.3 | 9.0 | 7.3 | 12.3 | |
| Median | 16.5 | 11.1 | 6.4 | 6.9 | 4.0 | _____ |
| Base | 33 | 36 | 26 | 7 | 10 | |
| Number answering zero | 7 | 0 | 0 | 2 | 5 | |
| *Means of One Trust* | | | | | | |
| Assets | $377,000 | $311,000 | $256,000 | $203,000 | $700,000 | _____ |
| Fees | 1,300 | 1,100 | 800 | 800 | 2,500 | _____ |
| *Estimated Medians of One Trust* | | | | | | |
| Assets | $275,000 | $218,000 | $133,000 | $161,000 | $174,000 | _____ |
| Fees | 1,800 | 1,100 | 900 | 800 | 800 | _____ |

## Table 11 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 46 | 100 - 499.9 N = 38 | 25 - 99.9 N = 28 | 10 - 24.9 N = 9 | Under 10 N = 17 | Your Bank |
| *Investment Management and Advisory Accounts* | | | | | | |
| Number | | | | | | |
| Mean | 5 | 12 | 10 | 4 | 7 | |
| Median | 4 | 7 | 5 | 4 | 3 | _____ |
| Base | 26 | 29 | 18 | 4 | 7 | |
| Number answering zero | 14 | 5 | 7 | 5 | 7 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 2,970 | 3,240 | 2,260 | 370 | 1,500 | |
| Median | 870 | 1,430 | 750 | 370 | 90 | _____ |
| Base | 26 | 28 | 19 | 4 | 9 | |
| Number answering zero | 11 | 4 | 6 | 5 | 7 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 11.0 | 10.7 | 9.1 | 2.4 | 5.0 | |
| Median | 7.5 | 8.2 | 6.2 | 2.5 | 1.8 | _____ |
| Base | 26 | 29 | 19 | 4 | 9 | |
| Number answering zero | 12 | 4 | 7 | 5 | 7 | |
| *Means of One Account* | | | | | | |
| Assets | $589,000 | $267,000 | $219,000 | $99,000 | $204,000 | _____ |
| Fees | 2,200 | 900 | 900 | 600 | 700 | _____ |
| *Estimated Medians of One Account* | | | | | | |
| Assets | $218,000 | $194,000 | $162,000 | $92,000 | $29,000 | _____ |
| Fees | 1,900 | 1,100 | 1,400 | 600 | 600 | _____ |

Continued ...

## Table 11 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 46 | 100 - 499.9 N = 38 | 25 - 99.9 N = 28 | 10 - 24.9 N = 9 | Under 10 N = 17 | Your Bank |
| *Custodianship, Excluding Corporate* | | | | | | |
| Number | | | | | | |
| Mean | 7 | 13 | 7 | 2 | 8 | |
| Median | 4 | 6 | 4 | 3 | 2 | _____ |
| Base | 24 | 30 | 15 | 3 | 8 | |
| Number answering zero | 16 | 5 | 12 | 6 | 9 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 4,250 | 2,390 | 2,500 | 280 | 1,710 | |
| Median | 3,120 | 920 | 1,000 | 80 | 70 | _____ |
| Base | 23 | 28 | 14 | 3 | 7 | |
| Number answering zero | 15 | 4 | 12 | 6 | 9 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 8.2 | 6.0 | 6.5 | 0.5 | 3.4 | |
| Median | 5.4 | 2.9 | 3.1 | 0.6 | 0.7 | _____ |
| Base | 23 | 30 | 14 | 3 | 7 | |
| Number answering zero | 15 | 4 | 11 | 6 | 9 | |
| *Means of One Custodianship* | | | | | | |
| Assets | $593,000 | $190,000 | $364,000 | $120,000 | $217,000 | _____ |
| Fees | 1,100 | 500 | 900 | 200 | 400 | _____ |
| *Estimated Medians of One Custodianship* | | | | | | |
| Assets | $743,000 | $146,000 | $225,000 | $29,000 | $35,000 | _____ |
| Fees | 1,300 | 500 | 700 | 200 | 400 | _____ |

## Table 12
Sales Productivity
Salesperson Selling Personal Trust Only
Total Primary Future Fee Business Sold in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more (N = 181) | 100 - 499.9 (N = 11) | 25 - 99.9 (N = 1) | 10 - 24.9 (N = 0) | Under 10 (N = 5) | Your Bank |
| *Executor and Personal Representative Appointments* | | | | | | |
| Number of Appointments | | | | | | |
| Mean | 43 | 60 | 18 | — | 27 | |
| Median | 32 | 56 | 18 | — | 29 | _____ |
| Base | 177 | 10 | 1 | — | 5 | |
| Number answering zero | 4 | 0 | 0 | — | 0 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 17,800 | 23,620 | 7,500 | — | 12,000 | |
| Median | 13,030 | 17,500 | 7,500 | — | 6,250 | _____ |
| Base | 177 | 10 | 1 | — | 5 | |
| Number answering zero | 4 | 0 | 0 | — | 0 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 251.5 | 315.0 | 175.0 | — | 185.0 | |
| Median | 213.8 | 375.0 | 175.0 | — | 137.5 | _____ |
| Base | 177 | 10 | 1 | — | 5 | |
| Number answering zero | 4 | 0 | 0 | — | 0 | |
| *Means of One Appointment* | | | | | | |
| Assets | $412,000 | $393,000 | $429,000 | — | $444,000 | _____ |
| Fees | 5,800 | 5,200 | 10,000 | — | 6,900 | _____ |
| *Estimated Medians of One Appointment* | | | | | | |
| Assets | $409,000 | $311,000 | $429,000 | — | $214,000 | _____ |
| Fees | 6,700 | 6,700 | 10,000 | — | 4,700 | _____ |

Continued ...

## Table 12 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more (N = 181) | 100 - 499.9 (N = 11) | 25 - 99.9 (N = 1) | 10 - 24.9 (N = 0) | Under 10 (N = 5) | Your Bank |
| *Testamentary and Life Insurance Trusts* | | | | | | |
| Number of Appointments | | | | | | |
| Mean | 44 | 45 | 17 | — | 36 | |
| Median | 36 | 41 | 17 | — | 38 | |
| Base | 165 | 9 | 1 | — | 5 | |
| Number answering zero | 16 | 0 | 0 | — | 0 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 18,730 | 23,110 | 3,000 | — | 18,600 | |
| Median | 14,580 | 17,500 | 3,000 | — | 17,500 | |
| Base | 165 | 9 | 1 | — | 5 | |
| Number answering zero | 12 | 0 | 0 | — | 0 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 109.5 | 99.7 | 17.5 | — | 94.0 | |
| Median | 7.3 | 8.8 | 17.5 | — | 4.5 | |
| Base | 165 | 9 | 1 | — | 5 | |
| Number answering zero | 12 | 0 | 0 | — | 0 | |
| *Means of One Appointment* | | | | | | |
| Assets | $429,000 | $509,000 | $176,000 | — | 511,000 | |
| Fees | 2,500 | 2,200 | 1,000 | — | 2,600 | |
| *Estimated Medians of One Appointment* | | | | | | |
| Assets | $409,000 | $431,000 | $176,000 | — | $467,000 | |
| Fees | 2,300 | 1,800 | 1,000 | — | 2,000 | |

## Table 13
Sales Productivity
Salesperson Selling Personal Trust Only
Immediate Fee Business Sold in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more (N = 181) | 100 - 499.9 (N = 11) | 25 - 99.9 (N = 1) | 10 - 24.9 (N = 0) | Under 10 (N = 5) | Your Bank |
| *Living Trusts* | | | | | | |
| Number | | | | | | |
| Mean | 10 | 11 | 1 | — | 5 | |
| Median | 7 | 9 | 1 | — | 4 | _____ |
| Base | 158 | 10 | 1 | — | 5 | |
| Number answering zero | 10 | 0 | 0 | — | 0 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 4,030 | 2,030 | 250 | — | 3,100 | |
| Median | 2,060 | 1,750 | 250 | — | 2,120 | _____ |
| Base | 158 | 9 | 1 | — | 5 | |
| Number answering zero | 10 | 0 | 0 | — | 0 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 16.5 | 10.4 | 0.5 | — | 11.1 | |
| Median | 10.2 | 10.0 | 0.5 | — | 8.8 | _____ |
| Base | 157 | 10 | 1 | — | 5 | |
| Number answering zero | 11 | 0 | 0 | — | 0 | |
| *Means of One Trust* | | | | | | |
| Assets | $395,000 | $187,000 | $250,000 | — | $674,000 | _____ |
| Fees | 1,600 | 1,000 | 500 | — | 2,400 | _____ |
| *Estimated Medians of One Trust* | | | | | | |
| Assets | $283,000 | $200,000 | $250,000 | — | $471,000 | _____ |
| Fees | 1,400 | 1,100 | 500 | — | 1,900 | _____ |

Continued ...

## Table 13 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more (N = 181) | 100 - 499.9 (N = 11) | 25 - 99.9 (N = 1) | 10 - 24.9 (N = 0) | Under 10 (N = 5) | Your Bank |
| *Investment Management and Advisory Accounts* | | | | | | |
| Number | | | | | | |
| Mean | 6 | 6 | 3 | — | 4 | |
| Median | 4 | 5 | 3 | — | 4 | _____ |
| Base | 119 | 9 | 1 | — | 3 | |
| Number answering zero | 47 | 1 | 0 | — | 2 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 2,230 | 2,720 | 250 | — | 2,080 | |
| Median | 890 | 460 | 250 | — | 1,750 | _____ |
| Base | 120 | 9 | 1 | — | 3 | |
| Number answering zero | 43 | 0 | 0 | — | 1 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 8.7 | 9.0 | 1.8 | — | 11.2 | |
| Median | 5.9 | 5.0 | 1.8 | — | 12.5 | _____ |
| Base | 121 | 10 | 1 | — | 3 | |
| Number answering zero | 42 | 0 | 0 | — | 1 | |
| *Means of One Account* | | | | | | |
| Assets | $392,000 | $458,000 | $83,000 | — | $520,000 | _____ |
| Fees | 1,500 | 1,500 | 600 | — | 2,800 | _____ |
| *Estimated Medians of One Account* | | | | | | |
| Assets | $245,000 | $100,000 | $83,000 | — | $412,000 | _____ |
| Fees | 1,600 | 1,100 | 600 | — | 2,900 | _____ |

## Table 13 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more (N = 181) | 100 - 499.9 (N = 11) | 25 - 99.9 (N = 1) | 10 - 24.9 (N = 0) | Under 10 (N = 5) | Your Bank |
| *Custodianship, Excluding Corporate* | | | | | | |
| Number | | | | | | |
| Mean | 6 | 14 | — | — | 8 | |
| Median | 4 | 12 | — | — | 4 | |
| Base | 102 | 7 | — | — | 3 | |
| Number answering zero | 66 | 3 | 1 | — | 2 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 2,480 | 3,610 | — | — | 2,080 | |
| Median | 1,030 | 3,120 | — | — | 1,750 | |
| Base | 103 | 7 | — | — | 3 | |
| Number answering zero | 62 | 2 | 1 | — | 2 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 5.3 | 5.0 | — | — | 4.3 | |
| Median | 2.9 | 3.4 | — | — | 3.8 | |
| Base | 103 | 7 | — | — | 3 | |
| Number answering zero | 62 | 2 | 1 | — | 2 | |
| *Means of One Custodianship* | | | | | | |
| Assets | $397,000 | $255,000 | — | — | $266,000 | |
| Fees | 900 | 400 | — | — | 600 | |
| *Estimated Medians of One Custodianship* | | | | | | |
| Assets | $263,000 | $250,000 | — | — | $412,000 | |
| Fees | 700 | 300 | — | — | 900 | |

## Table 14
Sales Productivity
Salesperson Selling Personal Trust and Employee Benefit
Total Primary Future Fee Business Sold in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 37 | 100 - 499.9 N = 13 | 25 - 99.9 N = 2 | 10 - 24.9 N = 0 | Under 10 N = 2 | Your Bank |
| *Executor and Personal Representative Appointments* | | | | | | |
| Number of Appointments | | | | | | |
| Mean | 44 | 27 | 28 | — | 52 | |
| Median | 35 | 27 | 25 | — | 25 | |
| Base | 36 | 11 | 2 | — | 2 | |
| Number answering zero | — | 2 | — | — | — | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 22,010 | 12,270 | 19,620 | — | 22,500 | |
| Median | 17,080 | 11,250 | 2,500 | — | 10,000 | |
| Base | 37 | 11 | 2 | — | 2 | |
| Number answering zero | — | 1 | — | — | — | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 294.3 | 231.8 | 225.0 | — | 106.2 | |
| Median | 328.1 | 196.4 | 100.0 | — | 50.0 | |
| Base | 37 | 11 | 2 | — | 2 | |
| Number answering zero | — | 1 | — | — | — | |
| *Means of One Appointment* | | | | | | |
| Assets | $458,000 | $450,000 | $713,000 | — | $437,000 | |
| Fees | 6,700 | 8,500 | 8,200 | — | 2,100 | |
| *Estimated Medians of One Appointment* | | | | | | |
| Assets | $482,000 | $415,000 | $100,000 | — | $400,000 | |
| Fees | 6,700 | 8,500 | 8,200 | — | 2,100 | |

## Table 14 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 37 | 100 - 499.9 N = 13 | 25 - 99.9 N = 2 | 10 - 24.9 N = 0 | Under 10 N = 2 | Your Bank |
| *Testamentary and Life Insurance Trusts* | | | | | | |
| Number of Appointments | | | | | | |
| Mean | 30 | 26 | 2 | — | 52 | |
| Median | 23 | 22 | 3 | — | 25 | |
| Base | 37 | 12 | 2 | — | 2 | |
| Number answering zero | — | 1 | — | — | — | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 14,080 | 9,600 | 750 | — | 18,870 | |
| Median | 8,250 | 6,250 | 750 | — | 500 | |
| Base | 37 | 12 | 2 | — | 2 | |
| Number answering zero | — | — | — | — | — | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 79.9 | 67.5 | 7.5 | — | 106.2 | |
| Median | 48.2 | 37.5 | 7.5 | — | 50.0 | |
| Base | 37 | 12 | 2 | — | 2 | |
| Number answering zero | — | — | — | — | — | |
| *Means of One Appointment* | | | | | | |
| Assets | $465,000 | $375,000 | $300,000 | — | $361,000 | |
| Fees | 2,600 | 2,600 | 3,000 | — | 2,000 | |
| *Estimated Medians of One Appointment* | | | | | | |
| Assets | $359,000 | $284,000 | $250,000 | — | $20,000 | |
| Fees | 2,100 | 1,700 | 2,500 | — | 2,000 | |

## Table 15
Sales Productivity
Salesperson Selling Personal Trust and Employee Benefit
Immediate Fee Business Sold in 1980

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 37 | 100 - 499.9 N = 13 | 25 - 99.9 N = 2 | 10 - 24.9 N = 0 | Under 10 N = 2 | Your Bank |
| *Living Trusts* | | | | | | |
| Number | | | | | | |
| Mean | 9 | 10 | 3 | — | 11 | |
| Median | 7 | 8 | 3 | — | 10 | _____ |
| Base | 35 | 13 | 1 | — | 2 | |
| Number answering zero | 2 | — | 1 | — | — | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 4,100 | 2,100 | 250 | — | 4,620 | |
| Median | 1,870 | 1,940 | 250 | — | 2,500 | _____ |
| Base | 35 | 13 | 1 | — | 2 | |
| Number answering zero | 2 | — | 1 | — | — | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 16.4 | 9.6 | 3.0 | — | 26.2 | |
| Median | 9.2 | 8.1 | 3.0 | — | 20.0 | _____ |
| Base | 35 | 13 | 1 | — | 2 | |
| Number answering zero | 2 | — | 1 | — | — | |
| *Means of One Trust* | | | | | | |
| Assets | $433,000 | $211,000 | $83,000 | — | $420,000 | _____ |
| Fees | 1,700 | 1,000 | 1,000 | — | 2,400 | _____ |
| *Estimated Medians of One Trust* | | | | | | |
| Assets | $284,000 | $236,000 | $83,000 | — | $250,000 | _____ |
| Fees | 1,400 | 1,000 | 1,000 | — | 2,000 | _____ |

## Table 15 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 37 | 100 - 499.9 N = 13 | 25 - 99.9 N = 2 | 10 - 24.9 N = 0 | Under 10 N = 2 | Your Bank |
| *Investment Management and Advisory Accounts* | | | | | | |
| Number | | | | | | |
| Mean | 8 | 11 | 1 | — | 38 | |
| Median | 4 | 8 | 1 | — | 38 | |
| Base | 21 | 8 | 1 | — | 1 | |
| Number answering zero | 15 | 5 | 1 | — | 1 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 2,280 | 3,160 | 50 | — | 1,750 | |
| Median | 870 | 1,750 | 50 | — | 1 | |
| Base | 21 | 8 | 1 | — | 1 | |
| Number answering zero | 15 | 5 | 1 | — | 1 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 7.9 | 10.4 | 0.5 | — | 12.5 | |
| Median | 5.5 | 7.5 | 0.5 | — | 12.5 | |
| Base | 21 | 8 | 1 | — | 1 | |
| Number answering zero | 15 | 5 | 1 | — | 1 | |
| *Means of One Account* | | | | | | |
| Assets | $281,000 | $281,000 | $50,000 | — | $47,000 | |
| Fees | 1,000 | 1,000 | 500 | — | 300 | |
| *Estimated Medians of One Account* | | | | | | |
| Assets | $205,000 | $219,000 | $50,000 | — | $47,000 | |
| Fees | 1,300 | 900 | 500 | — | 300 | |

Continued ...

## Table 15 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Your Bank |
| *Custodianship, Excluding Corporate* | | | | | | |
| Number | | | | | | |
| Mean | 6 | 6 | — | — | — | |
| Median | 3 | 5 | — | — | — | |
| Base | 19 | 8 | — | — | — | |
| Number answering zero | 16 | 5 | 2 | — | 2 | |
| Value of Assets Upon Which a Fee May Be Charged ($000) | | | | | | |
| Mean | 1,750 | 1,910 | — | — | — | |
| Median | 580 | 500 | — | — | — | |
| Base | 19 | 8 | — | — | — | |
| Number answering zero | 16 | 4 | 2 | — | 2 | |
| Potential Annual Fees ($000) | | | | | | |
| Mean | 4.2 | 4.4 | — | — | — | |
| Median | 1.8 | 1.5 | — | — | — | |
| Base | 19 | 8 | — | — | — | |
| Number answering zero | 16 | 4 | 2 | — | 2 | |
| *Means of One Custodianship* | | | | | | |
| Assets | $301,000 | $318,000 | — | — | — | |
| Fees | 700 | 700 | — | — | — | |
| *Estimated Medians of One Custodianship* | | | | | | |
| Assets | $197,000 | $100,000 | — | — | — | |
| Fees | 600 | 300 | — | — | — | |

## Table 16
Distribution of Survey Respondents by State

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Total |
| *New England* | | | | | | |
| Connecticut | 2 | 2 | 2 | - | - | 6 |
| Maine | - | 1 | - | - | - | 1 |
| Massachusetts | 3 | 1 | - | - | 1 | 5 |
| New Hampshire | - | - | 1 | - | - | 1 |
| Rhode Island | - | 1 | - | - | - | 1 |
| Vermont | - | 1 | 1 | - | - | 2 |
| Sub-total | 5 | 6 | 4 | - | 1 | 16 |
| *Mid-Atlantic* | | | | | | |
| New Jersey | 1 | 6 | 3 | - | - | 10 |
| New York | 9 | 5 | 3 | 2 | 1 | 20 |
| Pennsylvania | 3 | 5 | 5 | 3 | 3 | 19 |
| Sub-total | 13 | 16 | 11 | 5 | 4 | 49 |
| *South-Atlantic* | | | | | | |
| Delaware | 2 | 1 | - | - | 1 | 4 |
| Florida | 4 | 3 | 6 | 1 | - | 14 |
| Georgia | 2 | 1 | 3 | - | - | 6 |
| Maryland | 1 | 1 | - | - | 1 | 3 |
| North Carolina | - | 1 | 1 | - | 2 | 4 |
| South Carolina | 1 | 2 | - | - | - | 3 |
| Virginia | 2 | 1 | 5 | 1 | 3 | 12 |
| Washington, D.C. | 1 | - | - | - | - | 1 |
| West Virginia | - | 2 | - | 2 | - | 4 |
| Sub-total | 13 | 12 | 15 | 4 | 7 | 51 |
| *East—North Central* | | | | | | |
| Illinois | 3 | 3 | 3 | 2 | 2 | 13 |
| Indiana | 1 | 3 | 1 | 3 | 5 | 13 |
| Michigan | 4 | 5 | - | - | 2 | 11 |
| Ohio | 6 | 1 | 1 | 1 | 1 | 10 |
| Wisconsin | 2 | 1 | - | 1 | 1 | 5 |
| Sub-total | 16 | 13 | 5 | 7 | 11 | 52 |
| *East—South Central* | | | | | | |
| Alabama | 2 | 2 | - | - | 1 | 5 |
| Kentucky | 1 | 1 | - | - | 3 | 5 |
| Mississippi | - | 1 | - | 1 | - | 2 |
| Tennessee | 3 | 1 | 1 | - | 3 | 8 |
| Sub-total | 6 | 5 | 1 | 1 | 7 | 20 |

Continued ...

## Table 16 (Cont.)

| | Market Value of Trust Assets in $ Millions | | | | | |
|---|---|---|---|---|---|---|
| | 500 or more N = 71 | 100 - 499.9 N = 68 | 25 - 99.9 N = 50 | 10 - 24.9 N = 25 | Under 10 N = 54 | Total |
| *West—North Central* | | | | | | |
| Iowa | 1 | 1 | 1 | - | 7 | 10 |
| Kansas | - | - | - | - | 2 | 3 |
| Minnesota | - | 3 | 3 | - | - | 6 |
| Missouri | 2 | - | - | 1 | 1 | 4 |
| Nebraska | - | 1 | - | 1 | - | 2 |
| North Dakota | - | - | 2 | - | - | 2 |
| South Dakota | - | - | - | - | 1 | 1 |
| Sub-total | 3 | 5 | 6 | 2 | 11 | 28 |
| *West — South Central* | | | | | | |
| Arkansas | - | - | - | - | 3 | 3 |
| Louisiana | - | - | - | - | - | - |
| Oklahoma | - | 1 | - | 1 | 2 | 4 |
| Texas | 7 | - | 4 | 4 | 3 | 18 |
| Sub-total | 7 | 1 | 4 | 5 | 8 | 25 |
| *Mountain* | | | | | | |
| Arizona | 1 | 1 | - | - | - | 2 |
| Colorado | - | - | 1 | 1 | 2 | 4 |
| Idaho | - | - | - | - | - | - |
| Montana | - | - | - | - | - | - |
| New Mexico | - | - | - | - | - | - |
| Nevada | - | 1 | - | 1 | - | 2 |
| Utah | 1 | 1 | 1 | - | - | 3 |
| Wyoming | - | - | - | - | - | - |
| Sub-total | 2 | 3 | 2 | 2 | 2 | 11 |
| *Pacific* | | | | | | |
| Alaska | - | 1 | - | - | - | 1 |
| California | 2 | 2 | - | - | - | 4 |
| Hawaii | 1 | - | - | - | - | 1 |
| Oregon | 1 | - | 1 | - | 1 | 3 |
| Washington | - | 4 | 1 | - | - | 5 |
| Sub-total | 4 | 7 | 2 | - | 1 | 14 |
| No response | 2 | 1 | - | - | 2 | 5 |
| TOTAL | 71 | 68 | 50 | 25 | 54 | 269 |